



A VOICE FOR ALL MUSIC

2016 Annual Report

Contents

- Contents..... 2
- Music Australia 2016 3
 - About us 3
 - Vision..... 3
 - Partners..... 3
- 2016 Overview 3
- 2016 Key Achievements..... 4
 - Music education 4
 - Program..... 4
 - Reach..... 4
- Program 5
 - Music Education 5
 - Music Talks Seminars..... 6
 - Industry Plan 6
 - Conference 7
 - Sector Engagement..... 7
 - Submissions, Reports and Advocacy 8
- Information Hub 8
 - Content distribution 8
 - Platforms 9
- Finance 10
- Governance 11
 - Goals 11
 - Strategies 12
 - Key Performance Measures 12
 - Councillors and Advisory Groups 12
 - Structure 12
 - Staff..... 13
 - Directors..... 13

Music Australia 2016

About us

Music Australia is Australia's only organisation devoted to music in its entirety. It is a not for profit national Council representing all aspects of Australian musical life. Activities span education, community and the professional industry including campaigns, information, industry plans, resources, sector networking, community engagement, Australia's largest school music participation program, and a national contemporary music conference. Members include national music and education organisations, and national individual experts. Expert Advisory Groups provide specialist information and engagement.

Vision

To strengthen Australia's musical futures as an influential national agency delivering quality information, services, and engagement across industry, community and education sectors

Partners

Music Australia gratefully acknowledges the following financial assistance and support in 2016:

- The Australian Government through the Australia Council for the Arts
- The Australian Government through the Department of Education and Training
- APRA AMCOS
- City of Sydney
- Thomson Geer Lawyers



Music Australia has been assisted by the Australian Government through the Australia Council, its arts funding and advisory body.

2016 Overview

Music Australia services reached over 700,000 Australians in 2016 - in schools, communities, and across the profession.

Two highlights stood out for the year: the School Music Program Music: Count Us In celebrated its tenth year and broke all participation records. As an engagement program, it offered free of charge enrichment activities accessed by over 25% of Australian schools.

And in August, the first ever National Contemporary Music Plan was launched at the Roundtable Contemporary Music conference. 13 peak industry bodies united in a unique partnership to deliver a strategic blueprint for industry growth covering all facets of contemporary music.

These and all services were all driven by a passion to foster discourse and learning, disseminate information, contribute to innovation, encourage music making in communities, and to improve the quality and access to music education across Australia.

2016 Key Achievements

Music education

- Delivered a substantial music education program including Music: Count Us In, Australia's largest school music program. Key outcomes:
- A record 2503 schools and 600,000 students from all state and territories participated
- Schools from 1,500 towns and suburbs participated, almost half from regional areas
- 3,645 teachers received direct professional learning through the program
- Database of 7,002 teachers accessed credible music education news and resources
- Program is delivered to low socio-economic areas and special needs students
- Every school was provided a full term of music education activities at no charge
- 300 stories were carried in national media, including mainstream print, radio and TV
- Delivered at under \$1 per student and \$180 per school with Australian Government support

Program

- Produced second Sydney Contemporary Music Roundtable, tripled in size to 166 delegates, now a leading national industry development conference
- Produced and published a national Contemporary Music Plan with 14 industry partners with detailed strategies and initiatives embracing all facets of the sector
- Prepared government submissions on key issues across live music, copyright and music education
- Published fact sheets, advocacy statements, conference transcripts, and other sector resources
- Held 4 professional development seminars under the Music Talks series
- Convened multiple industry meetings and working groups with participation by 400 sector professionals.

Reach

- Achieved a 64% increase in digital reach, with over 154,000 unique website visitors
- Well-received fortnightly enews, grew 10 percent to 14,620 subscribers
- Maintained an active social media presence with 15% growth to 11,237 subscribers
- Launched an opportunities section on website featuring annually over 1000 industry related conferences, funding, jobs, and workshops opportunities.
- The Music: Count Us In Song 'Let It Play' achieved almost 500,000 views on YouTube
- More than 700,000 Australians accessed Music Australia services in 2016

Program

Music Education

Music: Count Us In

Music: Count Us In (MCUI) is a national music participation and advocacy program managed by Music Australia and funded by the Federal Department for Education and Training. The program is a key event in calendars of over 25 percent of Australian schools.

MCUI combines music participation and learning with celebration and community activity, while also acting as a powerful advocacy tool. It raises awareness in schools, communities and with elected representatives about the value and benefits of school music education.

The program's popularity lies in its rich educational resources, tailored for multiple skill levels (both teachers and students) from beginners to specialists, and in its unique ability to engage an entire school community in a celebratory activity shared nationally by hundreds of thousands of students. Structured professional development for teachers also underpins the model, which aims to leave each school more empowered and skilled than before.

The program culminates in an annual celebration day with a national live stream, events in most states, and multiple school initiated activities across the country. The 2016 Celebration Day was held on Thursday 3 November, with the main event at Sydney Opera House event live streamed around Australia. The Program Song '[Let It Play](#)' achieved nearly 500,000 views on YouTube. The response by teachers, students, musicians, and testimonials suggest it is the most popular MCUI song ever.

To mark the tenth anniversary an MCUI Anniversary medley and songbook was produced.

In 2016, the MCUI program was delivered to 3,645 teachers in over 2,500 schools across Australia and 600,000 students from all state and territory participated.

Music: Count Us In partnerships included:

- Music Matters – an animation of the 2016 Song produced with lesson plan materials
- Jellybeans Music – digital content/video resources development for 2016 lesson plans
- ArtsEmpower – Partnering to create an Indigenous translation of the song chorus
- 5Stream – Live stream Celebration Day and professional development assistance
- Sydney Symphony Orchestra – Jay Laga'aia and MCUI in early childhood concerts
- BridgeClimb Sydney – supported a PR event for promoting registration
- NSW Schools Spectacular – recorded Anniversary Medley and featured in promotion
- An MP engagement plan leverages MP relationships with schools in their electorates
- A CSA received a grant through the SBS Foundation and used by other networks.

Music Education Advisory Group

This group provided oversight to the education program, and commissioned a new Music Education Advocacy Plan, to be delivered in 2017. Members are listed on the Music Australia website. Education representatives from Sydney performing arts companies joined the November meeting, facilitated by Margie Moore.

Music Talks Seminars

Indie Classics seminar

Moderated by Councillor Nicole Canham with a panel of six presenters, producers and artists, including two via skype presented as part of Vivid Ideas at Sydney's Museum of Contemporary Art on 12 June. The session explored the future of the Independent art music scene. This ticketed event was attended by 45 people. Panellists were:

- Panel Chair/Moderator – Nicole Canham, Artist, Researcher, Music Australia Councillor
- Drew Crawford, composer, producer, arranger, songwriter and educator
- Sophie Lieberman, Head of Programs, Sydney Living Museums
- Greg Sandow (International guest), Classical music commentator & consultant
- Claire Edwardes, Artistic Director Ensemble Offspring, award winning percussionist

Contemporary Music Touring Panels

Two panels were convened on Contemporary Music Touring, both at the APACA conference (Melbourne 29 Aug-1 Sept), partnering with the Live Music Office to discuss ways to strengthen touring into arts venues, particularly regionally:

- The Dynamics of Contemporary Music Touring
- The Right Sound: Making Contemporary Music Touring Work

A very good response was received with a high level of potential interest from arts centre managers. 250 people attended the main session and 35 a subsequent breakout session. Speakers:

- Damian Cunningham, Live Music Office (moderator);
- Deborah Conway, Musician;
- Cath Haridy, Catherine Haridy Management;
- Mike Harris, West Australian Music Association,
- Stephen Donnelly, Shoalhaven Entertainment Centre

Making Music With Little Ones

A music education talk presented on Friday 4 November explored approaches to early childhood music. 25 people attended. The session was very well received by attendees and those participating online. Presenters were:

- Jay Laga'aia, musician, TV presenter
- Rhonda Davidson-Irwin, music educator, performer, composer, producer

Industry Plan

National Contemporary Music Plan

After many months work and input by dozens of people, this first ever national plan for Australia's contemporary music industry was formally endorsed by all 14 industry partners and launched at the Contemporary Music Roundtable. It is [available on the website](#) and printed copies were circulated to all partners and key agencies nationally.

Conference

Contemporary Music Roundtable

SYDNEY 3 & 4 August Customs House, Sydney

All of Australia's music business peak bodies and representatives from key music companies and agencies attended the 2 day conference convened by Music Australia. Influential industry professionals came together to explore key opportunities for growth and committed to work together to develop detailed national strategies to drive industry growth and success. Key elements:

- 60 conference speakers, with topics covering all aspects of the industry
- 166 delegates from across industry participated in discussions
- 2 major industry media outlets covered the event and ran in-depth features
- A Lord Mayoral Civic Reception hosted all delegates at Sydney Town Hall.
- All Australia's Music Industry peak body CEOs attended and spoke on panels
- Highly positive feedback, sustainable outcomes and evaluation results received

Sector Engagement

Contemporary Music Advisory Group / Organising Group

This group met several times and provided expert guidance and oversight of the National Contemporary Music Plan and Roundtable conference. [Members listed on website.](#)

Sector Networking

Music Australia convened several music sector networking meetings in 2016 including:

- a peak body networking meeting in Sydney in April attended by 20 people,
- music educators and peak body networking meetings at Face the Music conference in Melbourne attended by 22 people
- a school music education industry meeting also in November attended by 15 people.

Membership

A membership drive saw membership increase by 35%. A range of new benefits were secured and changes to Music Australia rules adopted at the AGM, increased the scope for more organisations to become members. This marked the first time that the organisation could formerly offer membership beyond the network of representative Councillors.

Partnerships

Partnerships were delivered in 2016 with:

- APACA Contemporary Music Touring sessions
- All music industry peak bodies National Contemporary Music Plan
- APRA AMCOS Community Music Groups Forum
- Arts Unit, NSW Education Department Music: Count Us In school music program
- Entertainment One Australia Preview Screening of film Wide Open Sky
- Live Music Office National Contemporary Music Roundtable
- Musical Futures Australia Songwriting workshops for Schools
- Music Rights Australia Music Matters campaign, school music program
- Vivid ideas Music Talks Indie Classics Seminar
- Vocational and tertiary educators National Contemporary Music Roundtable

Submissions, Reports and Advocacy

The following submissions were lodged and reports and statements produced in 2016.

- [Music Makers and Music Small Businesses Warned – Assault on Copyright](#)
- [National Contemporary Music Plan](#) – *produced in partnership with industry peak bodies*
- [Submission to New South Wales Government Review of Small Bars Legislation](#)
- [Election Statement – Australian Music Education, 2016 Election Priorities](#)
- [Response to the Productivity Commission’s Draft Report into Intellectual Property](#)
- [Submission to the Senate Inquiry into alcohol fuelled violence](#)
- *Submission to the NSW Callinan Review into Lockout laws legislation*
- *Music Education Agenda: A new Music Education Advocacy Agenda was prepared*

Music Australia personnel made representations, jointly and separately, to Members of Parliament, Ministerial Advisers, Departmental Officials and Statutory Agencies, to press the case for music across a range of issues.

Information Hub

Information is the key service Music Australia provides to many in the music sector, particularly in the community and classical spheres. In 2016 a comprehensive set of digital information resources were produced including regular fortnightly enews, social media posts, fact sheets, submissions, and election statements. We prioritise information not otherwise generally available, with a focus on sector development, policy, and stakeholder content.

Content distribution

Enews	<ul style="list-style-type: none">• Short stories & aggregated information linked to longer articles on the website• Opportunities sections with resources, funding, awards, conferences, jobs
Journal	<ul style="list-style-type: none">• Articles are housed on website as short and long form articles and reviews
Website	<ul style="list-style-type: none">• Overview on each focus area: industry, community, education with:• Enews and Journal micro site• Dedicated landing pages and microsites for specialist activities• Information on advocacy agenda and work, case studies, profiles, directories• Music sector directory - comprehensive listing of national music organisations
Social media	<ul style="list-style-type: none">• Social media platforms channel news and journal articles• Stakeholder engagement is fostered by sharing and promoting information

Platforms

Website: Digital growth continues to be strong across the entire site. In 2016 there were 154,633 unique visitors to the site, a 64% increase in traffic from 94,290 in 2015.

Period	Users	No of sessions	Page views
Jan-Mar 2016	24,123	30,649	59,590
Apr – Jun 2016	45,871	56,688	95,752
Jul – Sept 2016	65,493	91,467	196,813
Oct – Dec 2016	49,160	72,383	146,350
Quarterly - compared with previous year.	30.94% Increase 49,160 vs 37,544	44.79% increase 72,383 vs 49,993	32.01% Increase 146,350 vs 110,865

Social Media: Total engagement on Music Australia’s Facebook page was 326,502, with 580,954 on the MCUI Facebook page. At the end of 2016 the MCUI twitter account was deactivated with followers invited to join Music Australia’s twitter which will receive more education content. The goal is to strengthen Music Australia’s twitter presence.

Twitter

Month		Jan	Apr	Jul	Oct	Dec
Followers	MA	1162	1252	1321	1440	1485
	MCUI	665	708	727	797	808

Facebook

Month		Jan	Apr	Jul	Oct	Dec
Likes	MA	3936	4275	4607	4809	4880
	MCUI	3209	3367	3435	3771	3960
Engagement	MA	13,525	34,785	16,531	73,603	79,591
	MCUI	38,052	29,143	33,822	214,227	188,542

Total Reach: We conservatively estimate that over 700,000 Australians engaged with Music Australia services in 2016, a 100,000 increase over 2015.

Enews & EDMs

The fortnightly enews enjoyed consistent organic growth and industry engagement, and grew 10 percent to 14,620 subscribers . It provided regular coverage and analysis on key issues in Australian musical life. The staff team, and two specialist part-time writers, source news and information of interest to all readers, covering contemporary, classical and community music, and music education.

News is complemented with the popular Opportunities listing, with information on awards, competitions, conferences, seminars, workshops, funding, jobs, and a curated what’s on guide.

Enews

Month	Jan	Apr	Jul	Oct	Dec
Subscribers	13,482	13,701	13,955	14,522	14,621

Finance

A new direction was marked for Music Australia in mid-2016 with advice that Australia Council core funding would cease from 31 December, after eight years as a multi-year client. This required a major financial review to adapt to changed circumstances and an income reduction that equates to a quarter of turnover. This will see a shift from a service organisation to a project company offering a smaller range of services, with two primary projects - the School Music Program *Music: Count Us* and the Sydney Contemporary Music Roundtable conference. MCUI's Federal Government operational funding continues until 31 December 2018, and City Of Sydney project funding contributes to the roundtable conference. These provide a foundation to refocus the organisation, while new directions are explored. Key services will focus around the Information Hub which enjoys good reach and sector engagement.

A substantial year end surplus strengthened the balance sheet, useful in anticipation of changed circumstances. The Board resolved to invest some of these funds to underwrite 2017 operations as part of a two-year transition plan. This will enable projects to be properly serviced, and sector positioning retained while charting new directions and revenue sources.

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2016

	2015	2016
	\$	\$
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	754,956.01	194,492
Accounts receivable and other debtors	2,008.04	14,344
Other current assets	3,505.89	5,255
TOTAL CURRENT ASSETS	760,469.94	214,091
NON-CURRENT ASSETS		
Plant and equipment	60,462.42	81,773
Intangibles	-	-
TOTAL NON-CURRENT ASSETS	60,462.42	81,773
TOTAL ASSETS	820,932.36	295,864
LIABILITIES		
CURRENT LIABILITIES		
ATO liabilities	(5,198.00)	(7,439)
Accounts payable and other payables	14,170.26	21,605
Government grants	610,027.74	20,844
Provisions	15,424.47	26,472
TOTAL CURRENT LIABILITIES	637,614	61,482
TOTAL LIABILITIES	637,614.00	61,482
NET ASSETS	181,309.89	234,381
EQUITY		
Retained Earnings	181,310.00	234,381
TOTAL EQUITY	181,309.89	234,381

STATEMENT OF PROFIT OR LOSS
FOR THE YEAR ENDED 31 DECEMBER 2016

Income	2015	2016
Earned Income		
Event Income	19,098	21,073
Other Activities Income	21,122	21,016
Sundry Income	10,094	9,564
Private Sector Income	12,734	11,574
Total Earned Income	63,049	63,227
Government Income		
Operational Grant	209,662	208,852
Project Grant	634,323	520,375
Total Government Income	843,985	729,227
Other Income		
Interest Income		585
Total Other Income		585
Total Income	907,034	793,039
Expenditure		
Infrastructure Costs	108,753	123,917
Marketing & Promotion	74,635	55,660
Other Program Costs	252,282	157,968
Program, Production, Exhibition & Touring	33,565	45,123
Salaries, Wages & Fees	382,509	357,299
Total Expenditure	851,744	739,967
Current year surplus before income tax	55,291	53,072
Total comprehensive income	55,291	53,072

Governance

Goals

Music Australia's three year goals from 2014 – 2016 are:

- **Industry** – Work independently and with partners to effectively foster discourse, learning and exchange, disseminate information, and contribute to innovation
- **Communities** – Expand reach fostering music with more communities across Australia
- **Education** – Work with music education sector and key stakeholders to improve quality, quantity, and profile of music education in Australia
- **Marketing** – Position Music Australia as a nationally respected provider of high quality services and advocacy for Australian music and music professionals
- **Organisational** – Provide an organisationally robust, financially sound and innovative company that delivers excellent value and services to the music sector

Strategies

To achieve the stated goals, the following strategies have been adopted:

- Foster engagement to support industry development
- Provide credible information and resources to support industry development
- Engage with local governments as key partners and local enablers
- Empower and connect community music leaders and music makers
- Initiate activities to promote and advocate for music at a community level
- Advocate for improved quality, quantity, access, provision of music education
- Provide continuous improvement to our strategic agenda and programs
- Be a financially strong and efficient business
- A strong organisational identity is forged
- Up to date communication and digital strategies support this market positioning
- An engaged audience and constituency found and maintained for diverse programs
- Develop a robust organisation with effective operations and services

Key Performance Measures

	2015		2016	
	Actual	Target	Actual	Target
Engagement				
Effective annual conference, delegates	65	60	166	71
Seminar series, no/ / attendees	5/150	3/75	3/110	3/100
Targeted advocacy submissions	3	2-4	4	2-4
National school music program – no. schools	2100	2200	2503	2,200
National school music program – no. teachers	3500	2400	3,645	3600
Targeted fact sheets	3	2-4	2-4	4
Website redesign completion	90%	75%	100%	100%
Communications and reach				
Social media increase	25%	10%	15%	10%
<i>Subscriber increase</i>	35%	10%	8.5%	10%
Website traffic increase	250%	10%	64%	10%
Financials				

Councillors and Advisory Groups

Music Australia has some sixty music sector professionals from across the country who provide expert advice and participation on projects and activities. Those include representative Councillors, two specialist Advisory Groups, and working groups convened for specific projects. Councillors and Advisory Groups are listed on Music Australia's website.

Structure

Music Australia (Music Council of Australia Pty Ltd) is a not for profit proprietary limited company with a national board of directors. The organisation is a registered charity and has Deductible Gift Recipient status, and in 2016 received multiyear funding from the Australia Council and the Department of Education and Training. At the 2016 AGM a revised constitution to modernise the rules was adopted.

Staff

A small staff in the Sydney office is overseen by a Brisbane based CEO. In 2016 there were four full time equivalent positions. Two professional casual writers provide content for the news and Journal.

2016 staff were:

CEO	Chris Bowen
Communications and Engagement Manager	Cara Anderson
Education Program Manager	Clare Kenny
Program Coordinator (from June)	Scarlett Di Maio
Marketing and Program Manager (to June)	Andy Sarkozy
Casual staff	Maeve Marsden, Graham Strahle, Jasmine Crittenden

Directors

Michael Smellie	Chairman
Experience	Michael's music business career spans over 25 years and five continents as former Global Chief Operations Officer of Sony BMG, Asia Pacific Head for BMG, and Managing Director of Polygram and rooArt in Australia. As COO for BMG worldwide, he directed the company through turbulent years and was an integral part of implementing the merger with Sony Music. Until 2008, he was President of Media Development, Asia Pacific for German media giant Bertelsmann. Michael Chair's Music Australia's Nominations Committee, and Contemporary Music Organising Group.
Ryan Miller	Treasurer
Experience	Ryan is a Chartered Accountant and Managing Director of Keeping Company. He has over 15 years' experience in business services and public practice accounting working with many not for profit and for profit organisations. Ryan brings a passion for all types of music to the organisation. Ryan holds Bachelor of Commerce degree and is a member of the Chartered Accountants Australia and New Zealand. Ryan is Chair of Music Australia's Finance Committee.
Dr Brydie Leigh-Bartleet	Board member
Experience	Associate Professor Brydie-Leigh Bartleet is Director of the Queensland Conservatorium Research Centre and Deputy Director (Research) at the Queensland Conservatorium Griffith University, Australia. She has worked on national and international projects, including four ARC Linkage projects, in community music, and arts-based programs. In 2014 she was awarded the Australian University Teacher of the Year. She Co-Chair's the International Society for Music Education Community Music Activities Commission, and co-founded the Asia Pacific Community Music Network.

Prof Dawn Bennett Board member (to November)
 Experience Dawn Bennett is Professor and Director of the Creative Workforce Initiative at Curtin University. Her recent research has focused on employability, graduate transition and creative labour markets, especially for musicians. A professional violist, Dawn serves on several editorial boards and convenes the Australian Learning and Teaching Fellows' network. She is a director and a commissioner with the International Society for Music Education. Dawn is co-Chair of Music Australia's Music Industry & careers Advisory Group.

Catherine Gerrard Board member
 Experience Catherine's corporate experience features the role of Executive Director and business owner of a music publishing enterprise, multiple music industry Board Directorships and work as the creator of an Australia-wide contemporary popular music education program. In 2013, Catherine became the Educational Licensing Consultant for APRA AMCOS, and in December 2013 took up the role of APRA AMCOS' Director of Membership.

Joanne Kee Board member
 Experience Joanne is Executive Producer for the National Theatre of Parramatta and the Editor for Jazz Australia. She was co-Artistic Director and founder of the Sydney International Women's Jazz Festival, Artistic Director at Sydney Improvised Music Association, and has held senior management and producing roles in the performing arts in Australia and England

Paul Noonan Board member
 Experience Paul Noonan is a partner at national law firm Thomson Geer, where his practice focuses on intellectual property and technology law. Paul is also a practising musician and has worked in rock bands, musicals, and appears regularly in concerts with his wife, Bernadette Robinson. Paul holds an Honours degree in Law at Monash University, and a Bachelor of Arts with Honours in music.

Directors' Meetings

	Number eligible to attend	Number attended
Michael Smellie (Chair)	5	5
Brydie-Leigh Bartleet	5	3
Dawn Bennett	4	3
Catherine Gerrard	5	5
Joanne Kee	5	2
Ryan Miller	5	4
Paul Noonan	5	5